

FY24 RESULTS PRESENTATION

3 December 2024



TOTAL FINANCIAL
PROTECTION

On the
Beach 

Agenda

Key highlights Shaun Morton

FY24 financial performance Jon Wormald

FY24 strategic progress Shaun Morton

Growth strategy Shaun Morton



Key highlights

Top line growth	Record TTV of £1.2bn, +15% YOY
Volume growth	Summer 24 passengers +13% vs Summer 23
Margin improvement	B2C Adjusted EBITDA % at 31.7%, (FY23 30.0%)
Profit growth	Adjusted PBT £31.0m +25% YOY. Reported PBT £26.5m +84% YOY despite one-off RYR disruption costs of £3m
Strong balance sheet	£96m of cash at year end, well positioned for further growth in FY25
Dividend	Final dividend of 2.1p per share, (full year 3.0p per share), in line with policy
Return of surplus capital	Buyback of up to £25m announced, reflecting confidence in the strategy and business model
Medium-term ambition	£2.5bn TTV, £100m EBITDA, £85m PBT

FY24 financial performance

Jon Wormald
Chief Financial Officer

Adjusted profit before tax up 25% YOY

	FY24	FY23 ¹	Change %
Bookings '000	590.0	523.6	13%
Booked TTV £'m	1,164.9	1,011.8	15%

	FY24 £m	FY23 ¹ £m	Change %
Revenue	128.2	112.1	14%
Exceptional revenue adjustments	(4.8)	0.8	
Adjusted Revenue	123.4	112.9	9%
Commission	(4.8)	(3.7)	29%
Expected credit losses	(1.7)	(2.0)	(15%)
Marketing and Overheads	(78.9)	(75.0)	5%
Adjusted EBITDA	38.0	32.2	18%
Depreciation and amortisation	(12.3)	(9.8)	26%
EBIT	25.7	22.4	15%
Net finance income	5.3	2.4	
Adjusted Profit Before Tax	31.0	24.8	25%
Share Based Payments	(2.3)	(1.1)	108%
Exceptional income/(costs)	0.6	(3.3)	
Fair value FX losses	-	(0.8)	
Amortisation of Intangibles	(2.8)	(5.2)	(45%)
Profit Before Tax	26.5	14.4	84%

- Record TTV, growth +15% YOY, driven by bookings growth at +13% YOY
- Revenue at £128.2m, +14% YOY
- Disciplined approach to Marketing and Overheads at £78.9m, a 5% increase versus FY23
- Adjusted Continuing EBITDA of £38.0m, up 18% YOY which includes £1.7m from B2B operations (FY23 £0.1m)
- Adjusted PBT of £31.0m, +25% YOY despite one-off Ryanair disruption costs of c. £3m
- Profit before tax of £26.5m, +84% YOY

B2C adjusted EBITDA margin improvement to 31.7%, +1.7pts YOY

	FY24	FY23	Change %
Bookings '000	576.4	511.6	13%
Booked TTV £'m	1,124.2	983.8	14%
	FY24 £m	FY23 £m	Change %
Revenue	119.2	106.1	12%
Exceptional revenue adjustments	(4.6)	0.8	
Adjusted Revenue	114.6	106.9	7%
Expected credit losses	(1.7)	(1.9)	
Online Marketing costs	(30.2)	(26.0)	16%
Offline Marketing costs	(12.2)	(14.6)	(16%)
Total Marketing Costs	(42.4)	(40.6)	4%
Gross Profit after marketing costs	70.5	64.4	9%
Overheads	(34.2)	(32.3)	6%
Adjusted EBITDA	36.3	32.1	13%

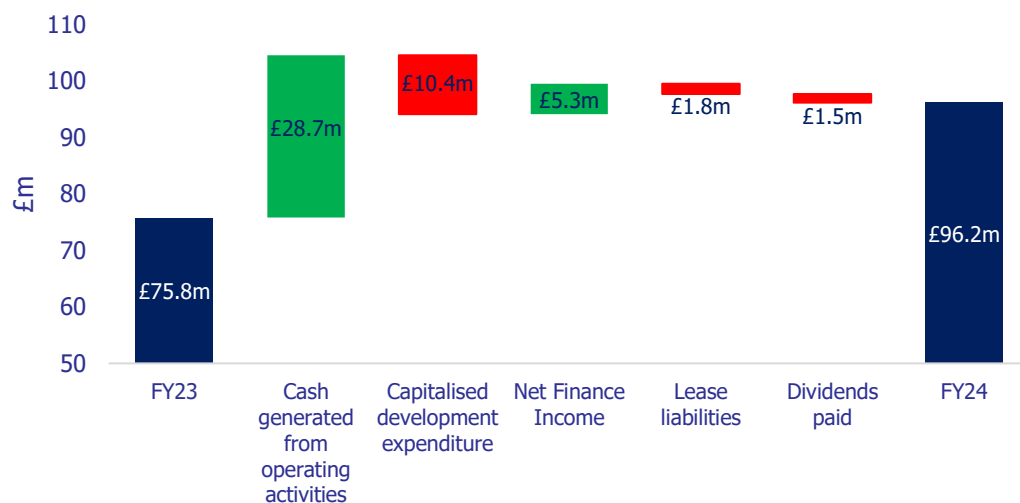
	FY24	FY23	Change
Average booking value	£1,951	£1,923	£28
Adjusted Revenue per booking	£199	£209	(£10)
Total Marketing %	37.1%	38.0%	(0.9pts)
Total Marketing spend per booking	£74	£79	(£5)
Overheads % Revenue	29.8%	30.2%	(0.4pts)
Adjusted EBITDA %	31.7%	30.0%	1.7pts
Adjusted EBITDA % (adj. for RYR in year costs)	33.6%	30.0%	3.6pts

Adjusted Revenue of £114.6m in FY24:

- Excludes £4.6m of revenue relating to Ryanair refunds settlement
- Includes £3m of non-recurring Ryanair costs, for continuation of supply pre-integration

Strong balance sheet

FY24 cash year on year



- Cash up £20.4m YOY at £96.2m
- Trust balance up £30.9m YOY at £139.5m
- Maximum RCF available of £85m following exercise of the Accordion facility in January 24
- Cash impact of CCH discontinued operations is expected to be cash neutral once the sale of property is complete

	FY24 £'m	FY23 £'m	Variance £'m
Cash	96.2	75.8	20.4
Trust balance	139.5	108.6	30.9
Total Cash	235.7	184.4	51.3

Capital allocation

Framework and FY24 update

1. Investment into the business to deliver organic growth

- Priority remains to re-invest into the business to deliver organic growth, including brand, tech development spend and working capital

2. Sustainable and progressive dividend policy

- Annual dividend at 25% net earnings, FY24 final dividend of 2.1p per share, full year 3.0p per share

3. Invest in additional growth opportunities

- Continued disciplined approach to M&A

4. Return surplus cash to our shareholders

- The Group is debt free with a year end cash position at £96.2m
- Share buyback programme of up to £25m announced, commencing from today
- Reflects Board confidence in the strategy and business model

Near term outlook and guidance

- FY24 growth has continued into the new financial year with YTD TTV up 14% and bookings growth of 15% YOY.
- Our forward order book is at record levels; Group Winter '24 YTD bookings currently +25%.
- We approach our key booking period in Q2 with significant momentum.
- Current trends and strategy give us confidence that Summer '25 will be significantly ahead of Summer '24.
- The Board is confident in delivering FY25 Adjusted PBT in line with the Company-compiled consensus estimate of £37.9m.

FY24 strategic progress

Shaun Morton
Chief Executive Officer

FY24 strategic highlights

- Transformational OTB / Ryanair partnership agreement
- Significant upgrades to our technology
- Perks proposition extended to more customers
- Expanded cities proposition
- Launch of onthebeach.ie

Transformational OTB + Ryanair partnership agreement



Improved customer experience

- Transparent, realtime pricing
- Smoother booking and amends process

Simplified operations

- Simplified technology
- Reduced inbounds and operational cost
- Improved working capital efficiency
- Improved refund process
- Reduced litigation risk

Enhanced scalability

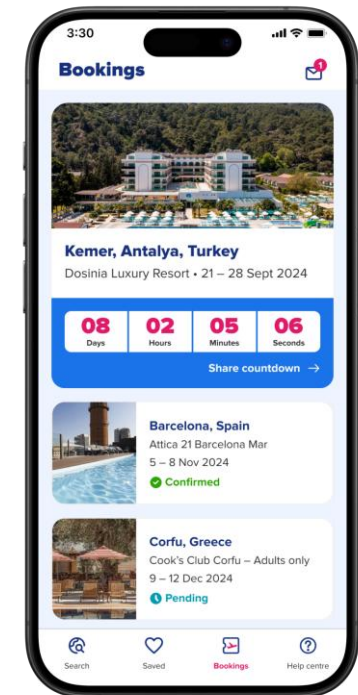
- Removal of significant opportunity cost
- Secured seat supply
- Enables core business scalability
- Expansion of proposition of cities
- Expansion into new source markets
- Enhanced B2B opportunity

Significant upgrades to our technology

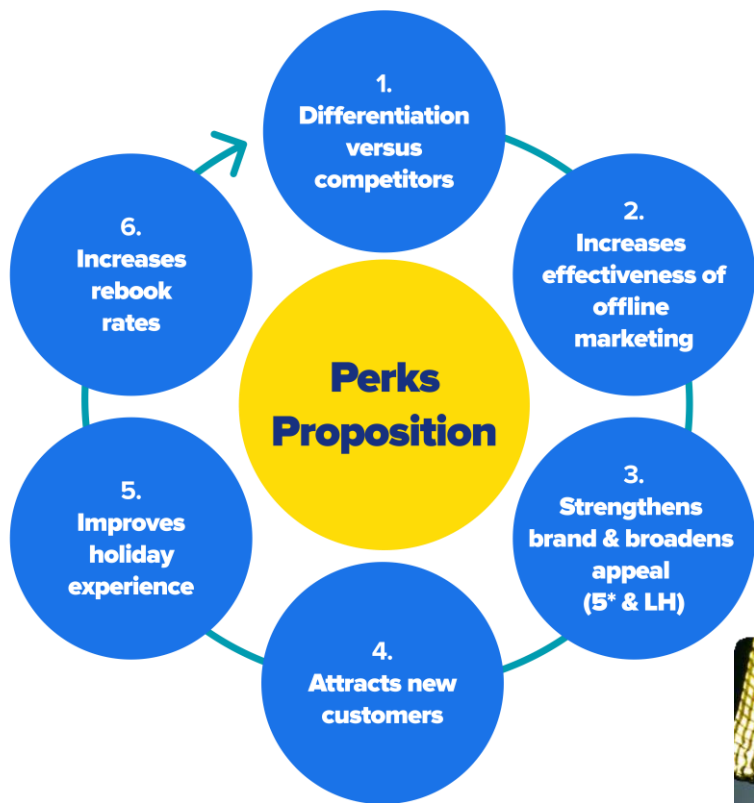
Platform upgrades mean we are limited only by the size of our ambition, rather than the scalability of our technology

- **Smart caching technology** enables billions of additional holiday combinations delivered at speed
- **Live pricing capability** significantly improves pricing accuracy and fulfilment success
- **Increased levels of automation** removes the need for manual intervention in the booking flow
- **Re-platformed native Android and iOS apps** unlocking native functionality
- **AI powered content** reduces hotel onboarding time by 99%

The full potential of these upgrades enable us to expand our addressable markets significantly and at pace



Perks proposition extended to more customers



Perks embedded in the proposition:

- Proposition enhanced to include mobile data
- Increasingly efficient brand and perks spend
- Perks used to promote app, driving a significant improvement in monthly active users increasing engagement and stickiness
- Maintain high levels of brand awareness and consideration



FY24 growth strategy

Shaun Morton
Chief Executive Officer

Recap of OTB investment case

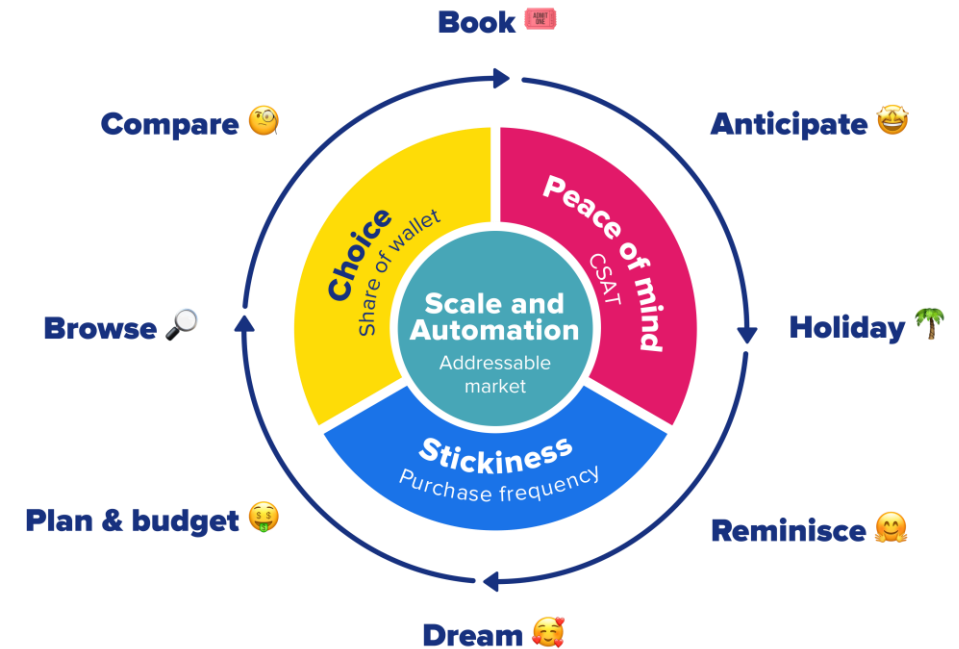


Our business model and strategy for growth

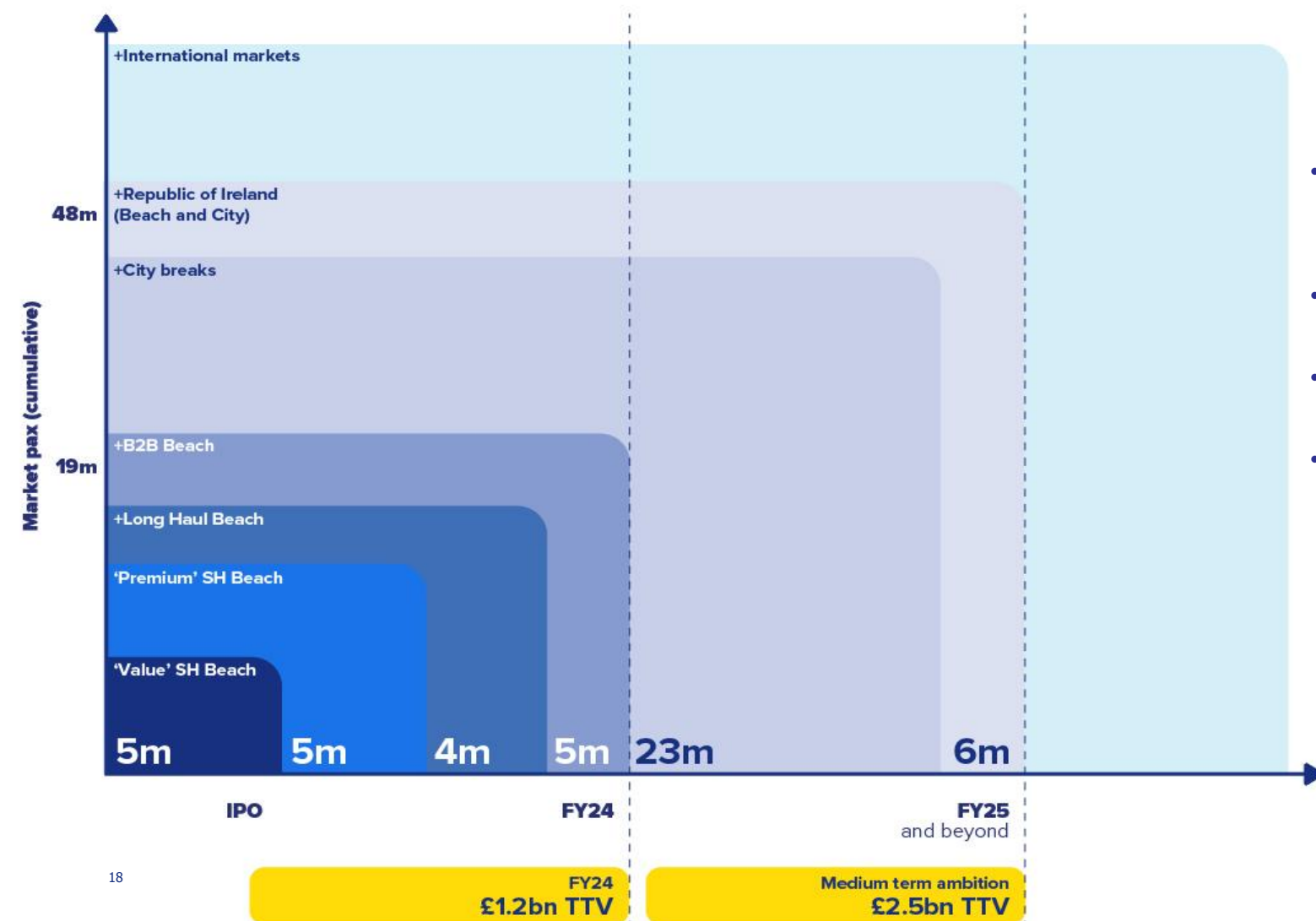
We help people holiday better and more often

Our four design principles:

1. **Stickiness:** increase purchase frequency (active customers)
2. **Choice:** increase the share of holiday wallet (annual customer value)
3. **Peace of mind:** for hiccup free holidays to increase NPS and reduce churn
4. **Scale and automation:** increase our addressable market



More than doubling our addressable market



- Leverage our upgraded tech platform and supply position to attract new customers in adjacent markets
- Increase share of customer wallet
- Continue to improve operational leverage
- Foundations for potential international expansion in place

Medium-term ambition

In the Medium-term the Group's ambition is to deliver:

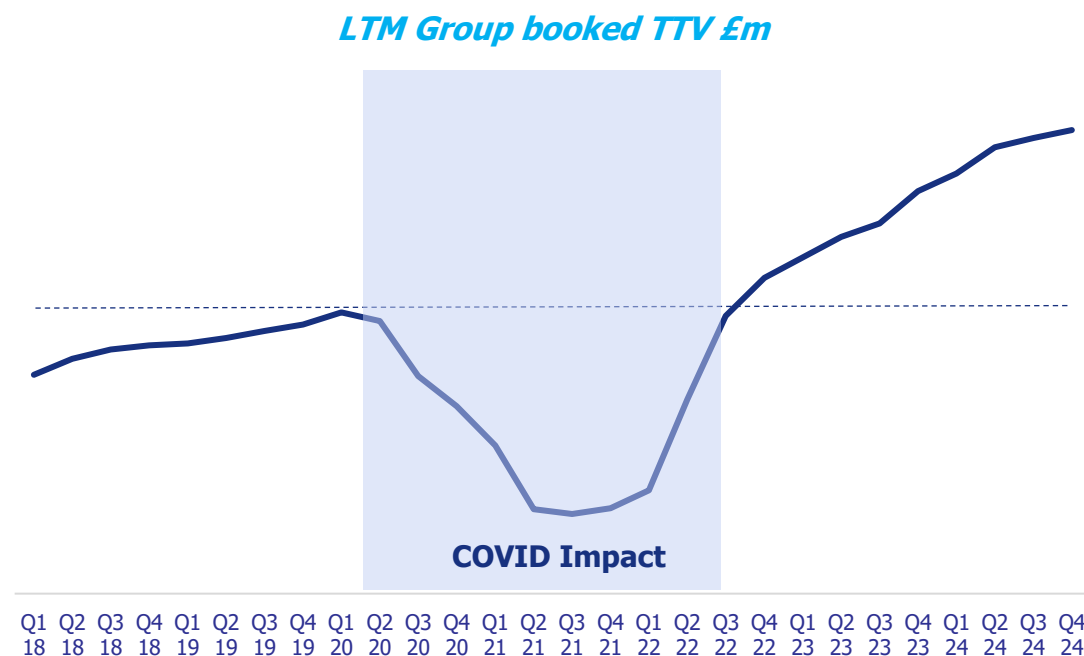
- **TTV of £2.5bn**
- **EBITDA of £100m**
- **Adj PBT of £85m**

- Delivery of the strategy is underpinned by our asset light, cash generative model and strong balance sheet
- Opportunity to accelerate delivery of our ambition with complementary targeted M&A, however we will retain a disciplined approach
- Capital allocation framework to enhance shareholder value, with surplus capital to be returned to shareholders

Recap on long-term track record of delivery

Well positioned to accelerate profitable growth

- Grown S24 pax by +27% since S19
- Grown pax significantly ahead of the growth in beach seat capacity over the same period (+15%)
- Grown TTV YOY every year since IPO in 2015
- Surpassed historical peak reported PBT in FY24
- Resolved longstanding litigation with RYR, securing seat access to Europe's largest airline
- Entered 5 new markets since FY17, comprising B2B, Long haul, 5*, and in FY24: Ireland and Cities



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